



## MARICOPA 20: GUIDELINES & PROCEDURES HANDBOOK.

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MARKETING AND COMMUNICATIONS

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**MISSION STATEMENT:**

Maricopa's Government Access channel will strive to keep residents informed of the services, programs and activities of the City of Maricopa and Maricopa City Council through the video medium.

**PRIORITIES**

The following general priorities will apply to the Government Access channel, and may be altered on a case by case basis by the Marketing and Communications Office.

- Public proceedings and meetings that involve city officials.
- Programs that explain and inform the public about City services and programs.
- Emergency information involving public safety or health.
- Programs that explain policies and programs of the City of Maricopa or that solicit citizens input on these policies and programs.
- Programs that feature special events and historic happenings in the city and other programs of general interest to the citizens of Maricopa.
- Provide programming from state, federal or government agency programs that are determined to be of interest to local citizens.

**SPECIFIC OBJECTIVES INCLUDE:**

- Increase citizens' awareness, understanding, and participation in all areas of municipal government.
- Produce and broadcast programs that inform, educate, enlighten and encourage participation in city services, activities, and decision-making.

**CHANNEL DESIGNATION**

Maricopa's Government Access channel will operate on Orbitel Communications Channel 20, Maricopa Broadband Channel 20 and on Qwest Communications Channel 20.

#### **TYPES OF PROGRAMMING:**

- Live Broadcast - Live broadcast coverage of selected meetings and events will be provided. This will consist of City Council meetings and other special programmed events. The City of Maricopa is not responsible or liable for words uttered by the public during live broadcasts. Also, the City of Maricopa cannot suppress vulgar or inappropriate words to be aired during live broadcasts.
- Taped-delayed broadcast - Taped meetings, shows, and other special events will be scheduled into open times between live broadcasts. The City of Maricopa reserves the right to determine if the event will be aired live or taped for replay at a later date and time. Taped-broadcast times will be determined by the Marketing and Communications Manager. The City of Maricopa cannot suppress vulgar or inappropriate words to be aired during taped-live broadcasts.
- City-originated programming - Programs produced by the Marketing & Communications Office to include programs for City departments, issues related to City government or about groups/committees/boards, etc., that are affiliated with City government or which use public dollars.
- Outside-Originated Programming - Material produced by municipal, state, federal, and/or quasi-governmental agencies that can be purchased, rented, or borrowed for cablecast. All outside programming must be non-commercial and be of broadcast quality. A disclaimer will be aired prior to and follow each program (Appendix B).
- Community Bulletin-Board Information (CBB) - Character generated messages related to City government activities, programs, services, and events sponsored by the City of Maricopa or other government entities affecting Maricopa and its citizens. This service will operate 24 hours a day when other programming is not scheduled.

## **ACCESS POLICY/APPROVALS**

All programming cablecast over Channel 20 must be government related and provide useful information to the residents of Maricopa. Programs may include meetings, activities, programs, events, and services of City departments or other government entities.

Final approval of all requests will be made by the Marketing & Communications Manager who administers the video program for the City of Maricopa.

Live Cablecast & Satellite Downlinks will be aired with a delay system to avoid inappropriate content reaching the public. The Marketing & Communications Manager or designee will be responsible for discerning appropriate live content and have the ability to pre-empt any inappropriateness of content.

City-originated programs will be reviewed by the Marketing & Communications Manager and the Media Services Engineer (currently IT designee) for appropriate content. If there is any question as to the appropriateness of any part of the program, the final determination whether or not to air the program will be made by the Marketing & Communications Manager.

Outside-originated programs will be reviewed by a Marketing & Communications staff member for appropriate content. If there is any question as to the appropriateness of any part of the program, the Media Services Engineer (currently IT designee) will view the segment along with the Marketing & Communications Manager to determine whether or not to air the program. If still in question, the final determination will be made by the Marketing & Communications Manager.

The Government Access Channel is not to be utilized for announcements from the general public. Access to the channel shall be limited to City government or quasi-government functions and operations. Utilization of the channel for personal gain will not be permitted.

## **EDITING POLICY**

Public meetings - Any public meeting shall not be edited nor subjected to editorial comment. Meeting coverage will be from gavel to gavel and may be videotaped for later rebroadcast. Programs produced in the studio that summarize legislative activity may include edited segments of meetings previously shown in their entirety.

Full editorial control of department programs will be made by the Marketing and Communications staff. Any video submitted to Maricopa 20 may be modified or edited as appropriate.

Community Bulletin Board messages - Messages may be submitted by City departments, agencies and individuals who are representatives of a government entity serving the City of Maricopa, Pinal County or the State of Arizona. Editing by the Marketing and Communications staff to provide clarity and maximum utilization of pages available may be required.

The City of Maricopa shall not be held responsible for the accuracy of any information cablecast over the channel that was submitted by outside sources.

## **PROMOTION AND ENDORSEMENT**

Promotional announcements for City or County sponsored events, programs and activities will be permitted on the government access channels. Promotional announcements for events, charities or outside organizations in which the City has no official interest or sponsorship will not be permitted.

At no time will Maricopa 20 be utilized to endorse an issue, candidate, specific person, company, or brand name of a product for consumer use.

## **RETENTION AND OWNERSHIP OF TAPES**

All videotapes, DVDs and content are the property of the City of Maricopa. One copy of all, completed programs will be maintained by the City of Maricopa for a period of one year.

As a general policy, the Government Access Station will not retain original, unedited videotapes of staff produced programs, meetings and events. At any time, tape originals may be reused and the original material erased at the discretion of the Marketing and Communications Office.

Videotapes shall not be considered an official record of any meeting and there shall be no liability for inadvertent erasure or omissions.

## **COPY REQUEST**

Copies requested by the public will cost \$25 per event that is contained on one videotape or DVD. Only copies of the entire program will be available.

## **TALENT RELEASES**

A talent release approved by the City Attorney's Office will be signed by all non-city employees who are active participants in any city production (i.e. speaking parts, directed non-speaking parts, interviews) and be kept on file.

## **USE OF CITY EQUIPMENT**

City-owned equipment will be restricted to authorized City activities and be restricted to employees of the Marketing & Communications Division or trained personnel under the

direction of the Media Services Engineer (currently IT designee). Loaning of equipment for personal or outside use will not be permitted.

Utilization of City-operated media production facilities will be limited to Marketing & Communications Personnel or other contract video professionals under direct supervision of the Marketing & Communications Manager.



## GENERAL GUIDELINES

The fundamental purpose of the Government Access Channel is to promote the education of citizens concerning local government through live telecasts of State of the City addresses and meetings that take place in the City Council Chambers, announcements of City meetings, City-sponsored events, and general information as deemed appropriate and beneficial to the citizens of Maricopa.

The General Policies are as follows:

1. Scheduling of programming and electronic bulletin board messages shall be the responsibility of the Marketing and Communications Manager or his/her designee.
2. Maricopa 20 may publicize City government meetings, services, events, City employment opportunities, other public announcements, or other information from other local, state, and federal governmental entities.
3. Maricopa 20 shall be displayed on the channel designated by the cable provider and provided to all cable customers in the City of Maricopa. EBB messages shall be continuously displayed twenty-four (24) hours a day, seven (7) days a week, except at those times when other programming has been scheduled, during the broadcast of live meeting coverage and/or State of the City addresses, or when the channel is experiencing technical difficulties.
4. Maricopa 20 will also provide citizens with information and procedures in the event of emergency situations (severe weather, civil emergencies, failure of municipal service or systems, hazardous waste releases, etc.). Emergency messages will take priority over all other programming/EBB messages until the emergency situation is resolved.
5. Use of Maricopa 20 is restricted to City departments and other organizations that provide important service announcements to the community. Maricopa 20 is not to be utilized for announcements from the general public. (See PROGRAMMING RESTRICTIONS for additional information.)
6. At a minimum, all regular City Council meetings will be broadcast live and covered gavel to gavel with no interruptions. The only exception to uninterrupted coverage is a legally allowable executive session or due to technical difficulties. There will be no editorial comment. City Council special/work sessions and meetings of its lay boards will generally not be

- videotaped and/or televised. Exceptions are made by the Mayor and City Manager and are based upon staff availability.
7. DVDs of meetings that are telecast live are available for purchase from the City Clerk's Office. Video tapes of each meeting will be kept and not reused until the meeting minutes are approved. Requests must be submitted in writing on a Public Records Request form provided by the City Clerk and according to the instructions on the form. The only editing of recorded meetings would be to eliminate technical problems.
  8. Live telecasts of meetings and/or videotaped copies of live telecasts are not the official record of the meeting, and there shall be no liability by the City or its employees for inaccurate information stated during an aired event. Typed meeting minutes shall serve as the official record of a meeting upon City Council approval.
  9. Any programming produced by an outside source for broadcast on Maricopa 20 must be sponsored by and/or affiliated with the City of Maricopa and approved by the Marketing and Communications Manager or his/her designee. All programming shown on Maricopa 20 becomes the property of the City of Maricopa.
  10. Any announcement/message may be edited for space and clarity.
  11. Should there be an error in any message displayed neither the City of Maricopa nor the employee responsible shall be liable for the inaccuracy of the information or for actions taken by anyone as a result of the inaccurate information.
  12. If a meeting is televised live and goes into "Recess or Executive Session," the Maricopa 20 producer may display a message describing the current status of the meeting or play taped segments during the break.
  13. The Maricopa City Council may modify this policy at any time.

## PROGRAM REQUESTS

### POLITICAL PROGRAMMING

No political lobbying or campaigning will be permitted on the Government Access channel with the exception of providing factual information on any ballot issue directly affecting our residents. Direct access to the Government Access channel for political programming by individual candidates, or supporters of any candidate or issue will not be provided. Individuals running for office that speak during the call to the public at a City Council meeting are subject to censor if they begin to campaign. Candidate forums may be carried on the Government Access channel provided the events are sponsored by another community organization, and all candidates and issue supporters are provided with the opportunity to participate. These forums must address candidates and issues directly facing voters in Maricopa. (Appendix A)

Candidates for election or re-election to a publicly held office shall not be provided access to the Government Access channel or facilities for a period of sixty (60) days prior to the election for that office, except in the normal course of their official duties during telecast of public meetings. Candidates may appear in forums as outlined above.

### PUBLIC MEETING COVERGE

- Coverage of meetings other than City Council meetings will be determined based upon staff and at the direction the City Manager and Marketing and Communications Manager. Public meetings produced by other local governmental within City, County, State or Federal institutions will be considered for broadcast.
- All public meetings will be covered from call-to-order to adjournment. The meetings will be replayed in their entirety. Any editing will only occur for the addition of title and credit pages for cable casting of taped replay, and coverage lost due to technical considerations.
- If a meeting is televised live and goes into "Recess or Executive Session," the Government Access Channel producer may display a message describing the current status of the meeting or play taped segments during the break.

#### EMERGENCY MESSAGE PROGRAMMING

- Maricopa's Government Access Channel may be used to facilitate communications with residents during an emergency in the City of Maricopa in consultation with the Maricopa Public Safety Director and/or Pinal County Office of Emergency Preparedness (OEP).
- Emergency programming will be subject to staff and facility limitations, and is not intended to substitute for the override of cable programming by the OEP in accordance with Emergency Alert System guidelines.

#### NEWS MAGAZINE PROGRAMMING

- A magazine-format series may be produced by Maricopa's Government Access Channel on a periodic basis as a news and information program.
- Programs will focus on City of Maricopa issues, special activities, events, and Maricopa services.

#### PROGRAM SERIES

- A program series is a group of television programs produced with the same primary communication objective.
- The programs in a series should be produced on a regular basis.
- The Director shall decide which programs to produce as a series, and shall supervise their production and regulate their format and frequency.
- Programs will focus on City of Maricopa issues, special activities, events, and Maricopa services.

#### SPECIAL EVENTS COVERAGE

- Coverage of special events will be provided based upon the Maricopa 20's annual operating policies, goals and objectives as well as staff and facility availability.
- Special event coverage may include press conferences, special call meetings or other City of Maricopa sponsored events.

#### DOCUMENTARIES

- Documentary-style programs may be produced by the channel.
- These programs are to be more in-depth than the magazine-style programming.

- Programs will focus on City of Maricopa issues, special activities, events, and Maricopa services.

#### PUBLIC SERVICE ANNOUNCEMENTS (PSAS)

- PSAs for government activities and events shall be produced for Maricopa departments and agencies.
- PSAs from other agencies or sources, including local municipalities, will be considered based upon Maricopa 20's annual operating policies, goals and objectives as well as staff and facility availability.
- A PUBLIC SERVICE ANNOUNCEMENT (PSA) is a service provided to the community by Maricopa 20. A public service announcement is a non-commercial advertisement, ostensibly broadcast for the public good. Public service announcements run in the form of pre-recorded announcements.
- The following Public Services announcements cannot be accepted:  

|                        |                      |
|------------------------|----------------------|
| Rallies/Demonstrations | Public Appearances   |
| Book Signings          | Workshops or Classes |

 Exceptions to these will be considered on a case by case basis.
- It is recommended departments submit request at least four to six weeks in advance of the event or announcement. Events may not be announced if received less than 21 days in advance. Please note: not all recorded Public Service Announcements are guaranteed to be scheduled. Because of the number of requests received, your announcement may not be scheduled.
- Announcements can be of varying lengths of up to one minute. Scripts are subject to editing by the Marketing & Communications Office or other programming staff at the station.
- Public Service Announcements are recorded on Wednesday beginning at 1:30 p.m. until 3:00 p.m. An appointment will be scheduled when you turn in the public service announcement request form.
- If you choose submit a previously recorded Public Service Announcement, it must meet the Maricopa 20 PSA guidelines, must be ready for broadcast, and will need to be approved by the Marketing and Communications Manager or his/her designee.

## COMMUNITY BULLETIN BOARD

- The Community Bulletin Board is for the posting of information pertaining to Maricopa government and its agencies. Sources of information or messages displayed on the Bulletin Board shall be limited to those generated by:
  - Departments or Divisions of Maricopa government.
  - Request or publication of Pinal County government.
  - Request or publication of the State of Arizona government.
  - Request of government agencies to which departments or divisions of Maricopa are affiliated, including (but not limited) to the City of Maricopa Department, Boards and Committees, Pinal County, and Pinal County municipalities.
  - Promotional information about Maricopa functions or Maricopa-sponsored events.
  - Notices of an emergency nature.
- Requests should be received in writing at least two weeks in advance of the desired start date of airing. Requests may be submitted on available forms. Exceptions apply to messages of an emergency nature that affect residents' health and safety, which will be included in the display sequence as soon as possible. Receipt or approval of outside information does not guarantee that the information will be cablecast, although a concerned effort will be made to ensure the timely airing of the information submitted.
- The Channel's staff may edit submitted materials to conform to space and technical limitations.
- The Community Bulletin Board will be shown during non-programming hours or when meetings go into recess or executive session.
- Information may run for no more than four (4) consecutive weeks.

## OTHER PROGRAMMING

- Programs may be produced which do not fit into any existing program series. These programs will be considered "specials" and may be of any format.
- Note: Department requests must be able to double as an airable program. If staff are unable to produce the program before the deadline, the requesting department will be charged for any outside contracting.

**PROGRAMMING RESTRICTIONS:**

1. Advertising on behalf of or opposing any political candidate or ballot measure is prohibited. Candidates for election may not use the Government Access Channel except in performance of the official duties at official meetings.
2. Programming shall be non-commercial in nature. No marketing or sales of any commercial product or service will be permitted.
3. Fundraising or any kind of direct solicitation of funds, except by City departments and officials for public purposes, is prohibited, including but not limited to yard/garage sales, bake sales, etc.
4. The City of Maricopa will not air programming that violates any local, state, or federal law.
5. The City of Maricopa reserves the right to refuse any request that is in violation of mission, goal, and general guidelines of this policy.

## Appendix A - POLITICAL PROGRAMMING GUIDELINES

### Candidate Debate/Forum Guidelines

- Requests for televised debates/forums will be accepted on a “first come, first served” basis by the Marketing & Communications Division (520/316-6816) at Maricopa 20. Dates and times are subject to the staff availability.
- Maricopa 20 will work with other Valley cities (during non-municipal elections) to be sure there is not duplication in debates/forums being produced. If a debate/forum is already being produced by another city, Maricopa will use that existing debate/forum for air over Maricopa 20.
- Requests will be limited to two debates/forums for each election (Primary & General) per requesting group or organization per election.
- Televised debates/forums will begin at least two (2) weeks prior to the mailing of early voting ballots.
- One televised debate/forum opportunity per week will be available to a requesting group and will be videotaped with a time limit not to exceed a maximum of two hours for a city council candidate debate/forum and one and one half hours for a mayoral candidate debate/forum. These guidelines are designed to afford more groups/organizations the opportunity to sponsor debates/forums. Specific dates and times will be agreed upon between staff and the requesting group or organization after consideration of City staff and facility availability.
- Groups/organizations must invite all candidates to participate. A minimum of 51 percent of all candidates must be in attendance in order for the debate/forum to be televised (If combining candidates for various local, county, state or federal offices, there must be 51 percent of all candidates per office participating). Prior to televising the debate/forum,



groups/organizations must provide confirmation to the City in writing that all candidates have been invited to participate.

- Each sponsored group or organization will be responsible for debate/forum content and process. The city encourages every group/organization to conduct each debate/forum in an equitable and fair manner. However, it is every group's/organization's responsibility to achieve this goal.
- Each debate/forum will be replayed a minimum of two (2) times during the following week at the discretion of Maricopa 20's Program Director.
- If the City receives more requests than time available, groups/organizations will be referred to Orbitel Communications, Maricopa Broadband & Qwest Communications.
- The following disclaimer will be run periodically throughout each televised debate/forum: "The City of Maricopa and Maricopa 20 is not responsible for debate/forum content and process. The sponsoring organization is responsible for the process and general content while candidates are responsible for their specific views."

### **Ballot Initiative or Referendum Debate/Forum Guidelines**

- Requests for televised debates/forums will be accepted on a “first come, first served” basis by Marketing & Communications Division (520/316-6816) at Maricopa 20. Dates and times are subject to the staff schedule.
- Maricopa 20 will work with other Valley cities (during non-municipal elections) to be sure there is not duplication in debates/forums being produced. If a debate/forum is already being produced by another city, Maricopa will use that existing debate/forum for air over Maricopa 20.
- Requests will be limited to two debates/forums per requesting group or organization per election.
- Televised debates/forums will begin at least two (2) weeks prior to the mailing of early voting ballots.
- One televised debate/forum opportunity per week will be available to a requesting group and will be videotaped with a time limit not to exceed a maximum of 1 1/2 hours per debate/forum. These guidelines are designed to afford more groups/organizations the opportunity to sponsor forums. Specific dates and times will be agreed upon between staff and the requesting group or organization after consideration of City staff and facility availability.
- Groups/organizations must include a 50/50 balanced representation of proponents and opponents; each side must be equally represented.
- Each sponsored group or organization will be responsible for debate/forum content and process. The City encourages every group/organization to conduct each debate/forum in an equitable and fair manner. However, it is every group's/organization's responsibility to achieve this goal.

- Each initiative or referendum debate/forum will be limited to 90 minutes of "LIVE!" televised air time. Each debate/forum will be replayed a minimum of three (3) times during the following week at the discretion of Maricopa 20's Program Manager.
- If the City receives more requests than time available, groups/organizations will be referred to Orbitel Communications, Maricopa Broadband and Qwest Communications.
- The following disclaimer will be run periodically throughout each televised debate/forum: "The City of Maricopa and Maricopa 20 is not responsible for debate/forum content and process. The sponsoring organization is responsible for the process and general content while initiative or referendum proponents and opponents are responsible for their specific views."

## Appendix B - DISCLAIMERS

The following disclaimers will be aired with the appropriate program:

### **Outside Programming**

"The City of Maricopa and Maricopa 20 is not responsible for the following/previous program's content. The sponsoring organization is responsible for the content, which doesn't necessary reflect the views of the City of Maricopa or signify its endorsement." (Slide before and after program)

### **Forums/Debates**

"The City of Maricopa and Maricopa 20 is not responsible for forum/debate content and process of televised Mayoral/Council Candidate Forums. The sponsoring organization is responsible for the process and content while the candidates are responsible for their specific views." (Slide before and after forum and scrolled every 15 minutes)